

Surveyors Historical Society

2014 Strategic Plan

(DRAFT – result of strategic planning session 9/16/14)

Society Administration:

Goal #1 Update Society Corporate Status

- Objective: Comply with all California state requirements for corporate filings (by January, 2015)
- A) Obtain three quotes from service providers (attorneys/CPAs) for assistance in submitting required documents (by Nov. 1, 2014)
 - B) Hold Board Meeting to approve funding and select provider (by Dec. 1, 2014)
 - C) Coordinate services and file all required documents (by Jan. 31, 2015)
 - D) Determine if corporate license should be transferred to another state

Goal #2 Modernize SHS headquarters operations

- Objective: Provide more specific instructions and expectations for staff (by January 2015)
- A) Develop list of duties for administrative services and review annually
 - B) Coordinate tasks and appropriate deadlines with staff
 - C) Establish and maintain effective communication between officers and staff
 - D) Commence measurable annual performance review process of contracted administrative services provider with documented feedback and expectations for adjustment from both parties (administrator and SHS Board)

Goal #3 Advance Board of Directors processes

- Objective: Standardize and sustain Board activities and oversight capabilities of SHS (ongoing)
- A) Update documentation of Board duties and responsibilities
 - B) Establish regular review of Board functions, positions, and responsibilities with a mandatory annual Board orientation session
 - C) Communicate expectations to potential Board candidates prior to elections
 - D) Maintain annual review process of SHS Strategic Plan and update as required
 - E) Complete documented annual review of administrative services
 - F) Communicate results of annual strategic plan review to SHS membership through Annual Membership Meeting and SHS publications

Member Engagement:

Goal #1 *Increase member knowledge about SHS activities*

- Objective: Enhance communication with members (ongoing, by June 2015)
- A) Establish monthly electronic newsletter in 2015
 - 1) Determine editor and recruit authors as needed
 - 2) Define distribution method and content parameters
 - 3) Use to regularly promote activities, SHS collections, and opportunities to get members involved with projects and events
 - B) Develop “hybrid” communication list with membership to deliver SHS news in the format members want
 - 1) Communicate opportunity to receive “electronic only” distribution of SHS content
 - 2) Establish list of members and preferred communication method and utilize it for distribution of SHS publications
- Objective: Promote society events and opportunities for action (ongoing, by June, 2015))
- A) Develop full calendar of events at beginning of each year (by June, 2015)
 - B) Communicate upcoming events farther in advance through publications
 - 1) List upcoming Rendezvous dates, locations, and facilities on website
 - 2) Promote events in which SHS members are involved on website (public events, reenactments, state society events with history focus)
 - 3) Establish communication partners for promotion (state societies, etc.)

Goal #2 *Increase opportunities for members to get involved in SHS*

- Objective: Develop SHS “Speakers Bureau” (by December, 2015)
- A) Promote creation of “Speakers Bureau” to membership
 - 1) Develop list of SHS members who are willing to speak to groups, and their areas of expertise
 - 3) Consolidate information and develop promotional materials
 - B) Establish comprehensive “Speakers Bureau” functionality
 - 1) Develop methods of communication for organizations to utilize program as a function of SHS
 - 2) Establish ways that use of “Speakers Bureau” will promote SHS
 - 3) Explore potential for “Speakers Bureau” to develop generated revenue
 - C) Distribute “Speakers Bureau” availability
 - 1) List on SHS website with appropriate contact information and methods
 - 2) Develop relationships with state surveying societies, historical organizations, and other related groups to convey available resources
 - D) Consistently manage “Speakers Bureau” program
 - 1) Annually update list of speakers and programs
 - 2) Regularly promote “Speakers Bureau” in SHS publications

- 3) Expand promotion of program through national organizations and communication strategies

- Objective: Increase member knowledge and use of SHS collection resources (by June, 2016)
- A) Promote research use of SHS documents collection
 - 1) Develop list of resources that can be available on website
 - 2) Establish and communicate standard process for research use
 - 3) Promote collection availability through SHS publications regularly
 - B) Increase visibility of SHS objects collection
 - 1) Provide list of collection in electronic format on website
 - 2) Identify specific objects to highlight for promotional purposes
 - 3) Regularly communicate existence of collection and items available for loan and research use
 - C) Develop reference service for object identification
 - 1) Compile list of volunteers willing to assist with member inquiries
 - 2) Develop reference list of qualified antique dealers for referrals for appraisal services
 - 3) Establish guidelines for what services will be provided by SHS and what services will be referred to outside providers (i.e. – research inquiry from members/public will be routed internally through SHS and requests for appraisal services will be referred to a reference list)
 - 4) Communicate services and limitations through website and other appropriate sources

- Objective: Increase member participation in SHS committees and projects (ongoing)
- A) Communicate upcoming opportunities consistently
 - 1) Enhance promotion in SHS publications
 - 2) Increase use of technology to effectively market activities
 - 3) Establish and improve methods to promote regional opportunities
 - B) Recruit members to become involved in SHS committees
 - 1) Identify individual members willing to serve
 - 2) Route interested parties to appropriate committees
 - 3) Develop methods and expectations for committee chairs to regularly communicate with members and coordinate activities

Promotion to Public:

Goal# 1 *Increase industry and public awareness of surveying profession history*

- Objective: Increase cooperation with other related groups (ongoing)
- A) Develop and increase relationships with appropriate organizations
 - 1) Solicit members for ideas and willingness to liaison with groups
 - 2) Identify opportunities for involvement
 - 3) Coordinate SHS support and assistance
 - 4) Communicate regional and national activities to membership and through network of contacts

- Objective: Establish educational materials for classroom support (by June, 2016)
- A) Initiate a "Traveling Museum" for elementary classrooms
 - 1) Identify appropriate objects for educational use on surveying profession by students
 - 2) Produce support materials for classroom use by volunteers and teachers utilizing appropriate educational standards
 - 3) Develop packaging and shipping methods
 - 4) Establish standard format for request, delivery and return
 - 5) Promote availability with membership, surveying organizations, educational community and the public
 - B) Produce educational documents for public use from SHS website
 - 1) Investigate appropriate educational standards
 - 2) Develop classroom activities and teacher instructions
 - 3) Standardize a format of educational materials
 - 4) Establish "teacher resource" page on SHS website
 - 5) Utilize available technology to promote materials to public through search engine optimization, requests for links to SHS resources, etc.

Goal #2 *Increase awareness of Surveyors Historical Society organization*

- Objective: Promote existence of SHS (by Dec, 2015)
- A) Encourage members to communicate about organization
 - 1) Update and increase availability of promotional materials about SHS
 - 2) Provide support materials for members to utilize during events
 - 3) Communicate availability of resources to SHS volunteers and members
 - 4) Effectively coordinate fulfillment of requests for promotional items

- Objective: Increase membership in SHS (by Dec, 2015)
- A) Develop "Speakers Kit" for SHS members to use to promote SHS
 - 1) Produce presentation package utilizing appropriate technology
 - 2) Update promotional materials for membership recruitment
 - 3) Recruit members to utilize resources at state surveying society meetings and other possible venues

- 4) Regularly manage distribution of materials and promote availability

Collections Management:

Goal #1 Enhance SHS collections management

Objective: Re-activate SHS Collections Committee (by Jan, 2016)

- A) Recruit committee membership
 - 1) Establish chair of committee
 - 2) Identify key members to serve on committee
 - 3) Initiate regular meeting schedule and methods of communication
- B) Develop Collections Policy and Storage requirements
 - 1) Identify appropriate scope of SHS collection items
 - 2) Document stated desired items
 - 3) Evaluate storage space and environmental requirements
- C) Implement Collections Policy
 - 1) Evaluate current collections for adherence to documented policy
 - 2) Establish criterion for deaccessioning when appropriate
 - 3) Identify needs and opportunities for storage considerations

Objective: Increase use of SHS collections (by June, 2016)

- A) Promote availability of materials
 - 1) Establish a lending policy and program for books and objects
 - 2) Communicate availability through website and publications
 - 3) Provide list of objects, policy for use, and request process on website
- B) Develop travelling exhibit for distribution
 - 1) Identify objects available for loans
 - 2) Design accompanying interpretative materials (display panels, brochures, etc.)
 - 3) Document requirements for use (space requirements, exhibit case security, request policies, shipping requirements, etc.)
 - 4) Establish budget and request necessary funds for implementation
 - 5) Communicate availability to SHS members, surveying societies, and other potential host venues